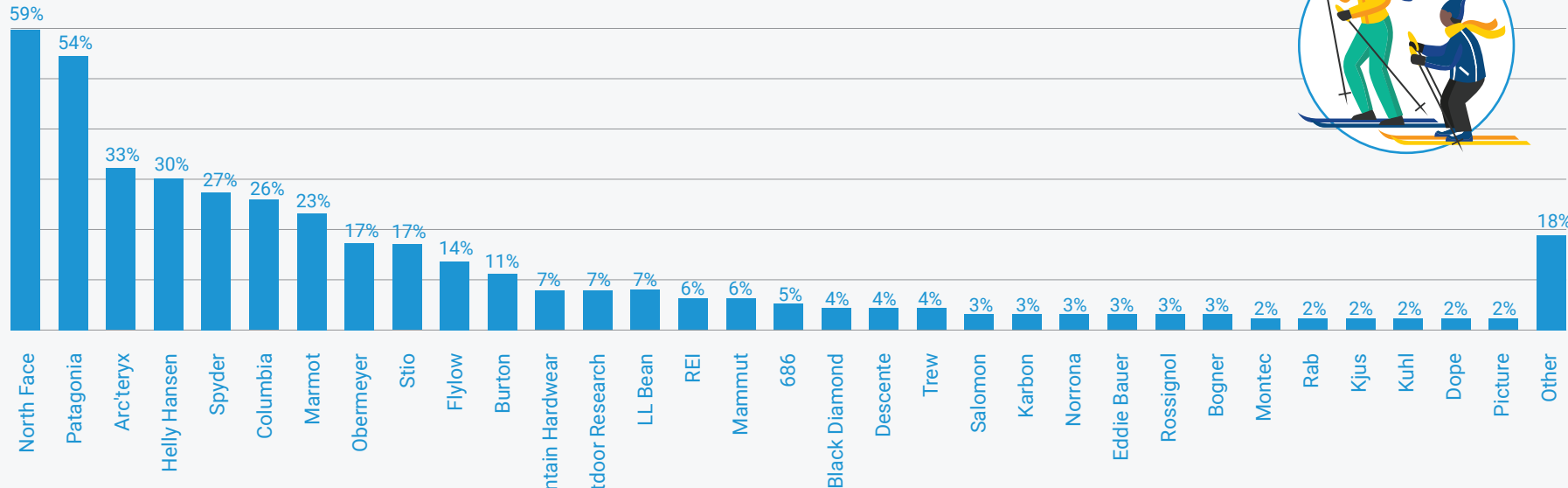


## APPAREL BRANDS

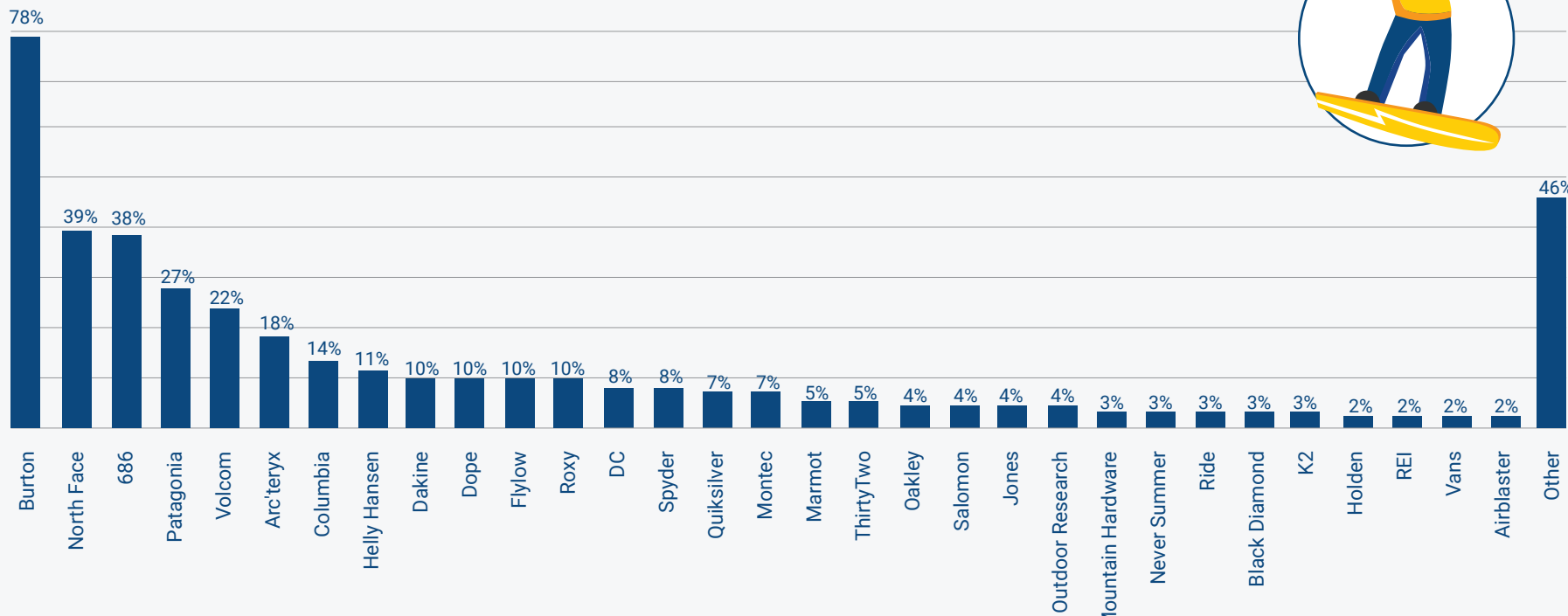
## UNAIDED AWARENESS

Responses below reflect top-of-mind, unaided responses. Respondents were only asked for their respective sports. All respondents were asked about base/midlayers. Data were cleaned, coded, and aggregated. "Other" in each category includes many other brands (<1% each).

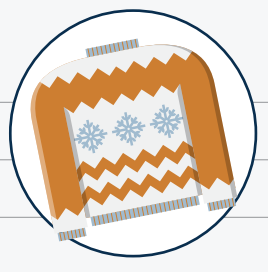
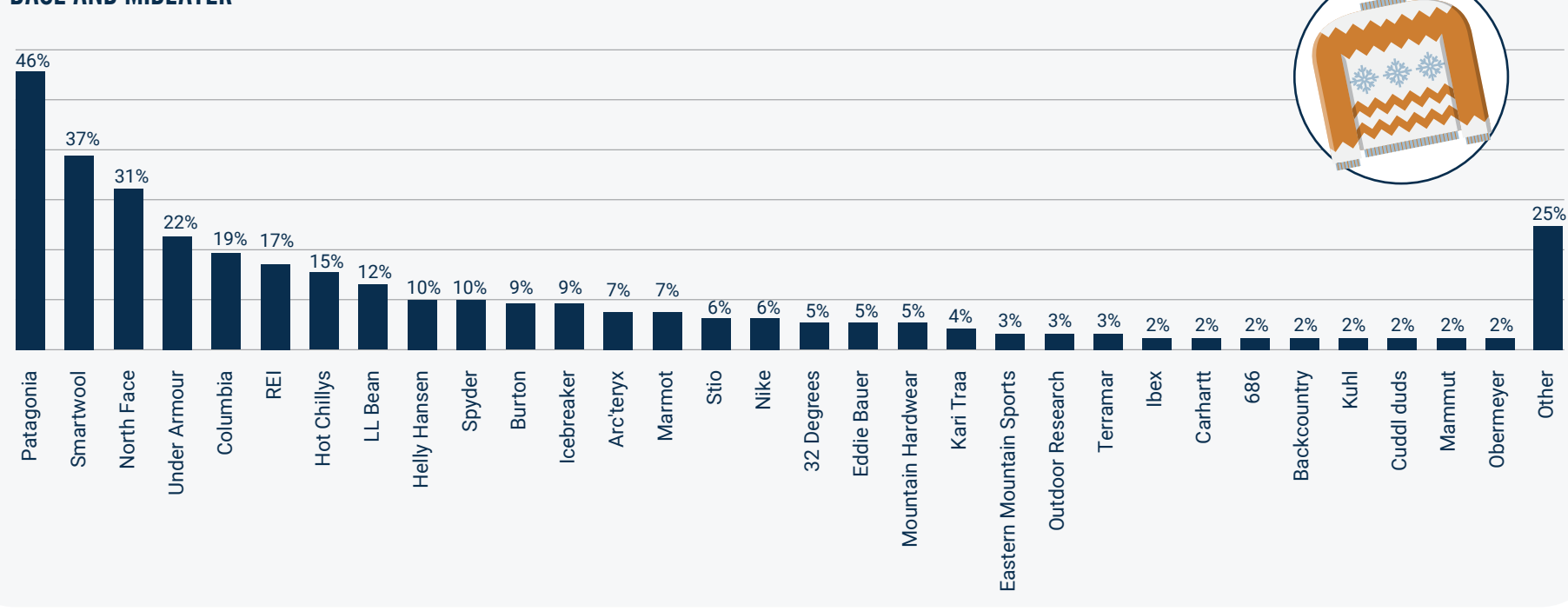
## OUTERWEAR FOR SKIING



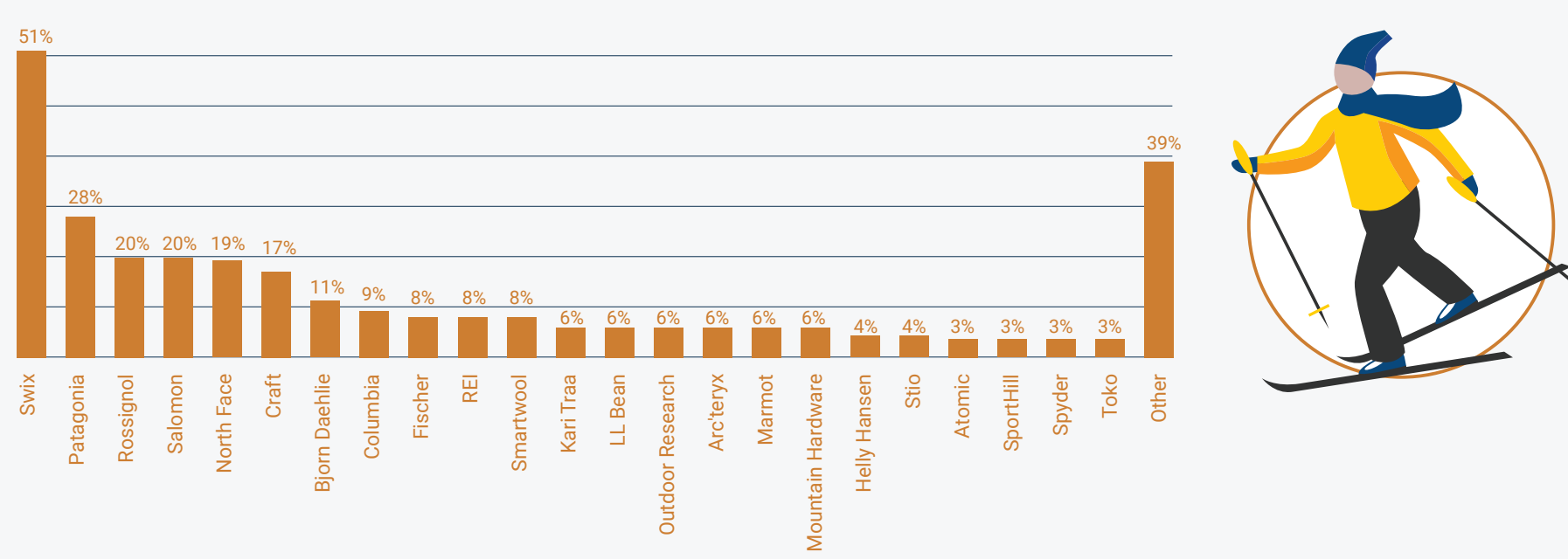
## OUTERWEAR FOR SNOWBOARDING



## BASE AND MIDLAYER



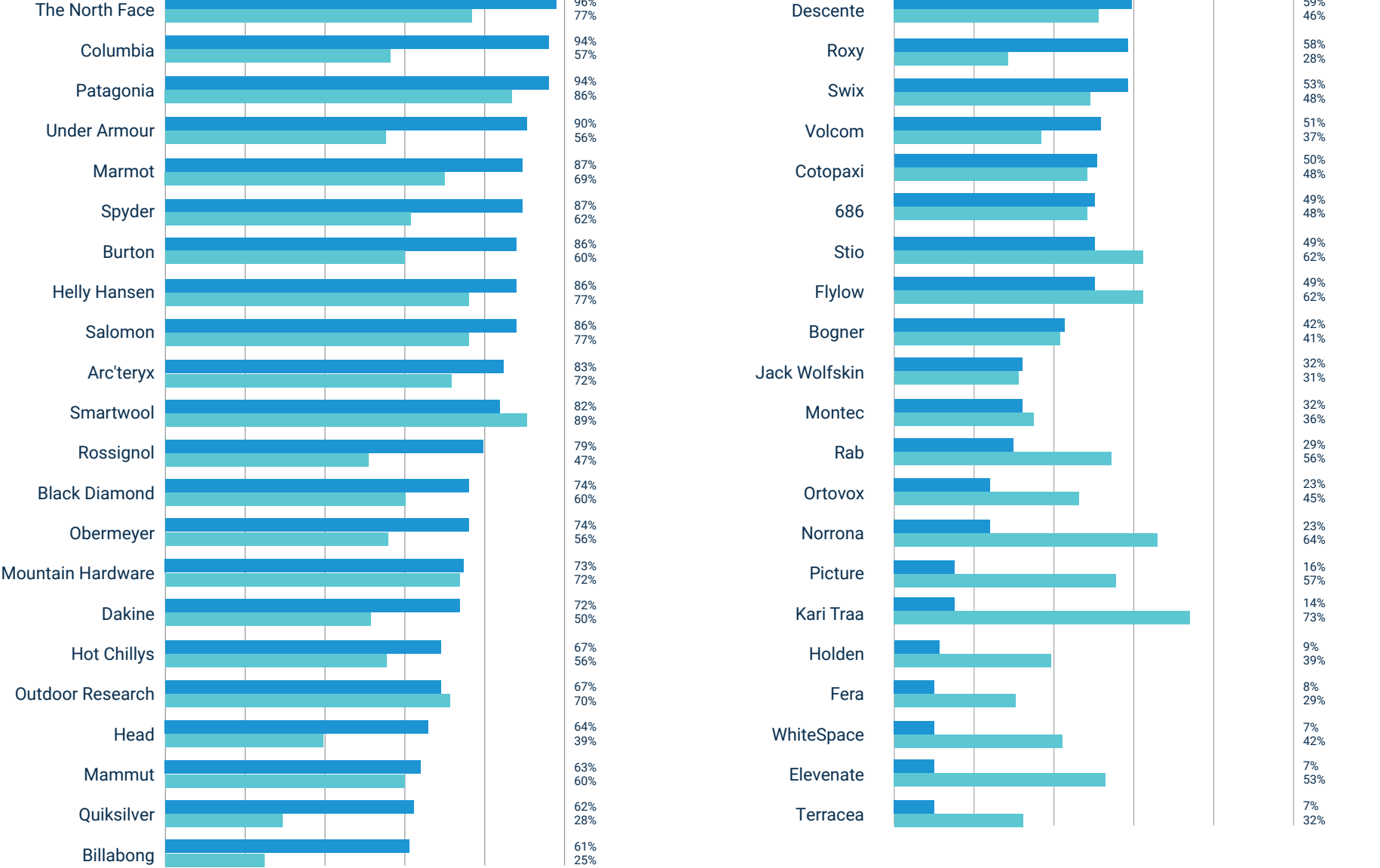
## CROSS COUNTRY CLOTHING



## AIDED AWARENESS AND PERCEPTIONS

Responses below reflect aided responses where respondents were shown a list of brands then asked if they were aware of each brand. Respondents were shown all brands, not filtered by sport. If they were aware of the brand, they were then also asked their perception of that brand (somewhat or very positive perception shown).

■ AIDED AWARENESS ■ PERCEPTIONS (VERY OR SOMEWHAT POSITIVE)



## OUTERWEAR

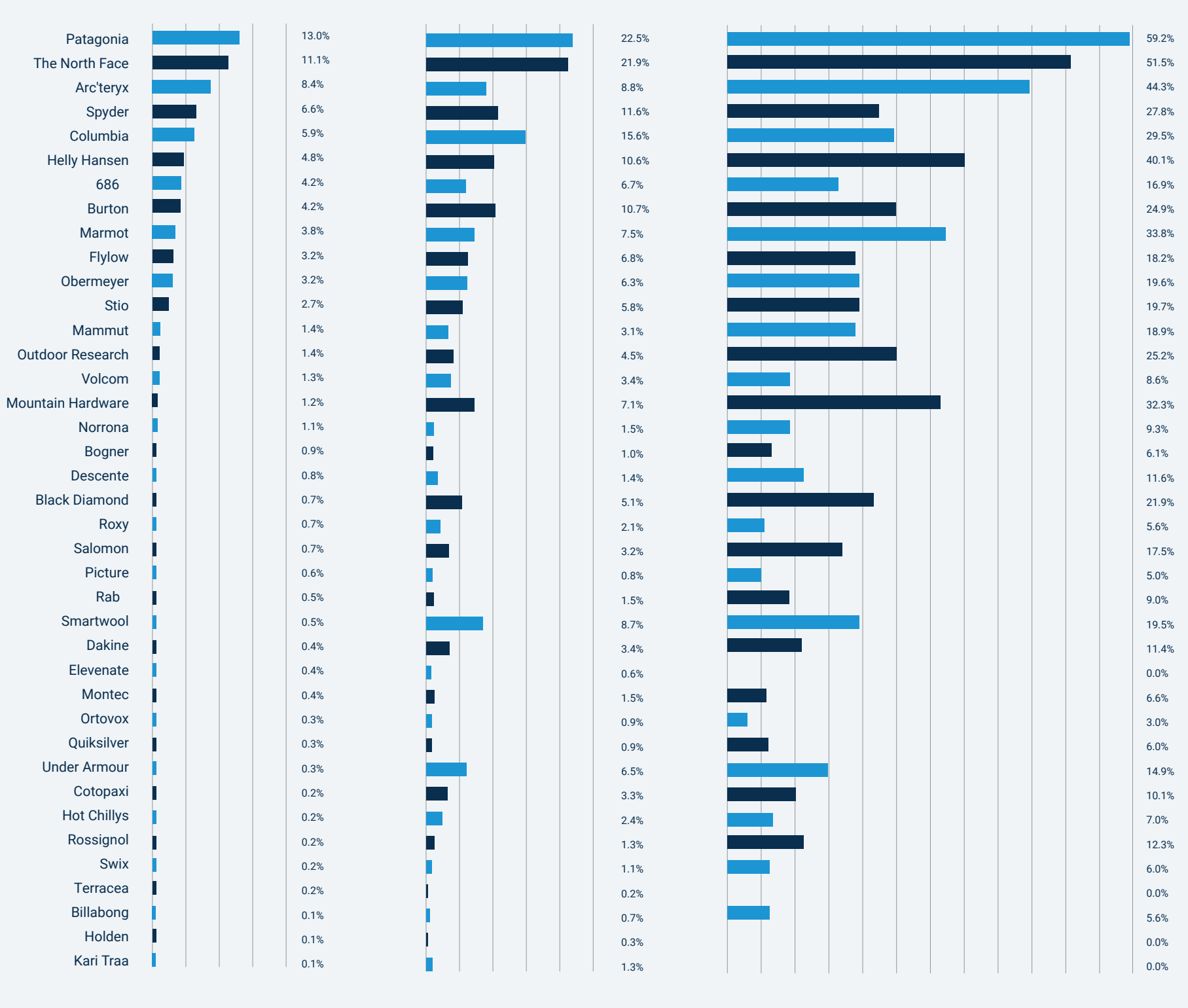
## FAVORITE, PAST PURCHASE, AND FUTURE CONSIDERATION

Responses below show participants' favorite outerwear brands (they could only select one), brands they report having purchased in the past 12 months, and brands they would consider the next time they're shopping for outerwear (they could select multiple).

## FAVORITE OUTERWEAR

## PURCHASED OUTERWEAR

## WOULD CONSIDER BUYING OUTERWEAR



## BASE AND MIDLAYERS

## FAVORITE, PAST PURCHASE, AND FUTURE CONSIDERATION

Responses below show participants' favorite base/midlayer brands (they could only select one), brands they report having purchased in the past 12 months, and brands they would consider the next time they're shopping for base/midlayers (they could select multiple).

## FAVORITE BASE/MID

## PURCHASED BASE/MID

## WOULD CONSIDER BUYING BASE/MID

